

April 13, 2026

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To: Chief Administrative Officer
From: General Manager Community Services

Subject: **Streetscape Enhancement Program – 2026 and 2027 Initiatives**

For: **Council-in-Committee**

Recommendation:

That the Committee receive the report of the General Manager Community Services dated April 13, 2026 and entitled "Streetscape Enhancement Program – 2026 and 2027 Initiatives" for information.

Report Purpose:



To share plans for the 2026 and 2027 Streetscape Enhancement Program and to gather Committee feedback.

Strategic Priorities:

The Streetscape Enhancement Program supports the City's strategic priorities of *Economic Vitality, Community Amenities, and EDI, Reconciliation and Social Cohesion* by creating attractive, welcoming and inclusive public spaces that encourage residents and visitors to visit local business areas and take pride in their community.

Background:

The Streetscape Enhancement Program provides public realm improvements and beautification to support community and economic development throughout the City. First introduced to Council in 2022, the Streetscape Enhancement Program builds on Coquitlam's strong history of investment in the public realm through Streetscape Design Guidelines for new developments, City capital project investments and existing policies, including the *Public Art Policy and Program Plan* currently being updated as the *Art in Public Spaces Plan*. The program aims to support community and economic development through artistic and place-making initiatives that enhance the surrounding commercial and residential areas, in turn attracting local residents and visitors.

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To date, Streetscape Enhancement Program initiatives have focused on place-making through murals, artful street furniture, sculptural elements, and tree lighting. Between 2022 and 2025, the Program has supported the creation of two bike racks, seven benches, and 10 murals throughout the City; the lighting of over 250 boulevard and median trees in Maillardville and in the City Centre area; and additional multi-element activations at the City Centre Coquitlam Public Library, and Hobbis Way and Clarke Road in Burquitlam.

2025 Accomplishments

Since the last report to Council, the Streetscape Enhancement Program has accomplished the following, which can be seen on slide 1 of Attachment 1:

- *"Pathways and Passages"* – Mural by Sarah Delaney at 308 Alderson Avenue;
- *"All in a Dream"* – Mural by the Diversified Brush Collective at 567 Clarke Road;
- *"Flora Lounge"* – Two custom benches installed at 1168 High Street;
- *"The Heights"* – Three custom benches designed with the Austin Heights Business Improvement Association, installed in Austin Heights;
- *Tree Lighting* – Second phase of tree lighting along Pinetree Way from Glen Drive to Lougheed Highway;
- *Hobbis Way and Clarke Road* – Two "Welcome Home" custom benches, a vinyl utility wrap, and themed ground painting; and
- *City Centre Coquitlam Public Library* – New seating and ground painting along Pinetree Way and in the Plaza, and new panels on the second floor, featuring designs by Carolyn Wong inspired by her mural on the north side of the building, *"Paperback Dream."*

These enhancements were well received by the public and nearby businesses. Staff animated several of these sites with a busking program, Music in the Streets, and included guided public art walking tours as part of the Culture Days celebration.

In the 2026 Financial Plan, Council approved \$379,000 in capital funding to support new Streetscape Enhancements in 2026 and 2027.

Graffiti Abatement

Research indicates that these types of beautification initiatives can help deter graffiti and staff are pleased to report that incidents of graffiti on these new Streetscape Enhancements have been very low. That said, the City had been experiencing rising incidents of graffiti on other city roadway infrastructure that can be offensive, which led to the City taking a number of additional steps, starting in 2024, to deter graffiti and proactively address it when it does occur, including:

- Daily early morning inspections of known hotspot areas to identify and remove graffiti on City infrastructure along with general monitoring and prompt removal of graffiti that arises elsewhere across the City; and
- An improved and centralized graffiti reporting system has provided a single intake point for graffiti complaints and enables service requests to be automatically routed to the appropriate City department or external agency based on asset ownership. A graffiti response update is provided in Attachment 2.

Discussion/Analysis:

Staff are proposing a number of exciting new Streetscape Enhancements over the next two years, which will bring colour, vibrancy and visual impacts across the City.

Opportunities have been prioritized based on the following criteria:

- High visibility within or from a street in the community and/or connection to commercial areas;
- Bringing enhancements to previously underserved areas; and
- Partnerships with local businesses and/or community organizations, where possible.

2026/2027 Work Plan

David Avenue Pump Station

Located at 3311 David Avenue, this building is highly visible to those travelling along David Avenue, going to or coming from Burke Mountain. Staff propose commissioning a mural to bring public art to the Burke Mountain neighbourhood. Given the purpose of this building, the mural will highlight the theme of water.

BC SPCA Building

Located at 2565 Barnet Highway, this building is one of the first commercial plazas that visitors see when entering Coquitlam from Port Moody along Barnet Highway. Staff propose commissioning a mural on the south-facing wall of the BC SPCA building to create an artful welcome to Coquitlam in this gateway area.

Meadowbrook Active Transportation Crossing

In order to enhance this highly visible existing infrastructure, staff will commission an artist to design vinyl wraps that will be applied to the columns and supports of the pedestrian overpass at Lougheed Highway and Dewdney Trunk Road in the Meadowbrook neighborhood. This will be a colourful and vibrant enhancement that will be highly visible to people driving, walking and using micromobility in this area.

Plateau Village

Staff are partnering with the owner of Plateau Village, located at 1410 Parkway Boulevard, to add colour and vibrancy throughout the shopping complex. Plateau Village is a business hub for residents of Westwood Plateau and is home to 21 shops. The enhancements here may include artistic painting, vinyl decals and the commissioning of banners that will hang on the Village's lampposts. These banners will be designed by local School District 43 (SD43) students, focusing on the topic of sustainability at the request of the property owner.

Austin Heights

In recognition of the Royal Canadian Legion's 100th anniversary, staff intend to collaborate with the Coquitlam Royal Canadian Legion Branch 263 on Ridgeway Avenue and Nelson Street to install large-format artist-designed poppies on the lamp standards near the Legion. This will complement the mural on the east side of the Legion building, enhance wayfinding for the Legion, and bring some additional colour and visual interest to the commercial area on Ridgeway.

Burquitlam

Recognizing the positive impact that the tree lighting has had on businesses, residents and visitors in City Centre and Maillardville, staff intend to add selective tree lighting in Burquitlam on Clarke Road between North Road and Como Lake Avenue. This lighting will be installed gradually as electrical

infrastructure is added with new development in that area and as the younger trees mature.

Utility Box Wraps

City utility boxes are wrapped in vinyl with images from around Coquitlam. These wraps bring small-scale vibrancy, prove to be effective at deterring graffiti, and are easy to clean. Telus and BC Hydro also have utility boxes in Coquitlam, but these tend to be blank and are easy targets for graffiti. Based on the success of the Coquitlam utility box wrapping, staff are looking to work with BC Hydro and Telus to partner in wrapping their utility boxes. Staff plan to access BC Hydro's Decorative Wrap Grant Program to pay a portion of the costs to cover up to six BC Hydro boxes per year with artist-designed vinyl wraps. Likewise, staff are looking to partner with Telus to undertake similar work on a further six boxes. While these boxes are not owned by the City, Coquitlam residents will benefit from the beautification the wraps bring, and a cost-sharing program will enable the City to extend the reach of the Streetscape funding to more assets.

In order to support the Streetscape Enhancement Program, staff will continue to work proactively with third-party asset owners such as BC Hydro and Telus, on their graffiti removal response times. In combination with wrapping utility boxes, staff expect to see a reduction in the amount of graffiti, and duration it is visible, on third party assets.

Construction Fencing and Hoarding

Construction fencing and hoarding that surrounds construction sites can be highly visible in the community for the period of time the project is being built. Unfortunately, this fencing can be riddled with unauthorized and unsightly third party signage, and in some cases there are areas on the hoarding that are left blank and become target for graffiti. Staff intend to create a small selection of designs that can be used to beautify construction hoarding and reduce empty space that can be a target for graffiti or authorized signage on construction hoarding for civic projects, such as at the Burke Mountain Community Centre site. Staff will also encourage developers on private development sites to employ these designs to provide visual interest and beautify construction hoarding.

Future Opportunities

Staff have identified four additional areas in the City that could benefit from beautification, should budget allow or the right opportunity present itself:

- *Maillardville Gateway* – while Maillardville has benefitted from murals and lighting under the Streetscape Enhancement Program, staff believe there are additional opportunities to enhance the gateway zone.
- *Como Lake Village* – staff believe this bustling commercial zone may benefit from future opportunities for enhancement.
- *North Road south of Austin Avenue* – staff see an opportunity to introduce streetscape enhancement projects in this area as it continues to develop, potentially recognizing the neighbourhood's unique cultural heritage.
- *Austin Heights* – staff believe that there are opportunities to work with the Austin Heights BIA to consider additional opportunities to support beautification along Austin Avenue. The City funded key entry signage in 2023 and the area continues to provide a vibrant space that could benefit from additional joint investments.

Activations

The investments in public realm improvements under the Streetscape Enhancement Program continue to create a strong foundation for programming opportunities. Staff are committed to activating these enhanced spaces with programming, turning public spaces into people places and inviting residents and visitors to explore the commercial areas. As such, the Music in the Streets program will continue during the upcoming summer months, linking the performance locations to areas that have undergone recent enhancements. In summer 2026, four locations will be activated with City-programmed busking opportunities:

- City Centre Coquitlam Public Library plaza;
- Site adjacent to the Flora Benches on the High Street;
- Hobbis Way and Clarke Road; and
- Site adjacent to one of the Austin Heights benches.

Staff will also continue to offer guided tours of the City's art collection and produce self-guided opportunities for the public to engage with these enhancements. In addition to promoting the guides for City Centre and Maillardville, staff will develop a third neighborhood guide to art in Burquitlam in the coming year.

Next Steps

Staff will proceed with the work plan initiatives for 2026 and 2027 based on Council feedback. Specifically, staff will:

- confirm interest from property owners (where applicable) on supported Streetscape Enhancement sites;
- engage with the Cultural Services Advisory Committee on artist and design selection consistent with past practice for Streetscape Enhancement initiatives; and
- work towards installation of the first Streetscape Enhancements in the summer, prioritizing initiatives that require good weather for installation, such as murals, and those that are time sensitive, such as the commemorative poppies at the Legion.

Financial Implications:

The City's approved 2026 Financial Plan includes \$379,000 for the Streetscape Enhancement Program, funded by the Land Sale Reserve Investment Fund. This current funding will cover the work plan items summarized above, as well as any short term (i.e. five years) maintenance that may arise from previously completed enhancements. Staff intend to maintain the Streetscape Enhancement initiatives in good repair for a minimum of five years, and as the enhancements reach end-of-life, staff will return to Council with options on their future for consideration.

Conclusion:

Staff completed a number of streetscape enhancements in 2025 and developed a work plan of initiatives for 2026 and 2027 to support place-making, public realm activation, local businesses, and community beautification for Council's feedback.


Jennifer Keefe

Attachments:

1. Presentation - Streetscape Enhancement Program – 2026 and 2027 Initiatives (# 6027578)
2. Graffiti Response Update (# 6119981)

This report was prepared by Hilary Letwin, Manager Cultural Services and reviewed by Jaime Boan, General Manager Engineering and Public Works; Gorana Cabral, General Manager Finance and Legal; Jim Ogloff, General Manager Community Safety; Michelle Frilund, Director Communications and Civic Engagement; Jonathan Helmus, Director Utilities; Brad Lofgren, Director Public Works; Douglas McLeod, Director Transportation; Kathleen Reinheimer, Director Parks; Doron Fishman, Senior Manager Park Planning and Design; Eric Kalnins, Senior Manager Economic Development; Sean O'Melinn, Manager Business and Innovation and Ian Tom, Manager Parks Capital Projects.

City of Coquitlam
Community Services

Streetscape Enhancement Program – 2026 and 2027 Initiatives

Council-in-Committee
April 13, 2026

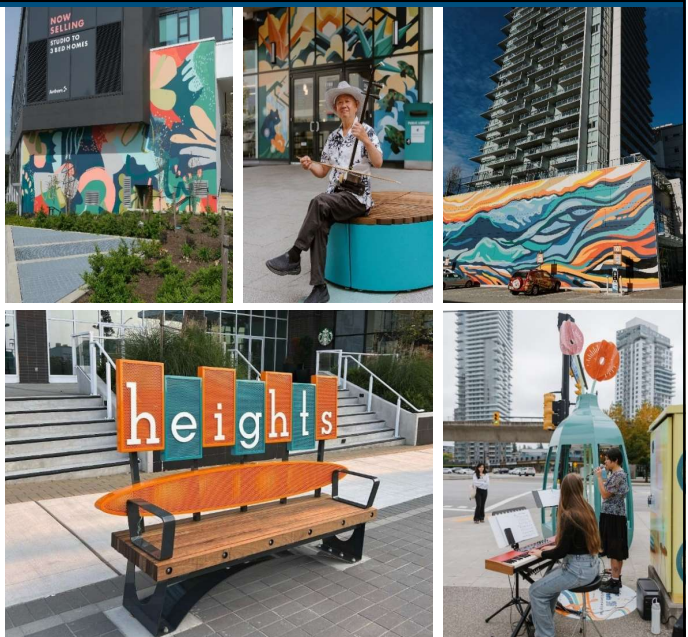

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Coquitlam



2025 Projects

- *Pathways and Passages*, Sarah Delaney
- *All in a Dream*, Diversified Brush Collective
- *Flora Lounge*, Studio Huizegna
- Austin Heights Benches
- Lighting in City Centre
- Hobbis Way and Clarke Road
- City Centre Branch, Coquitlam Public Library



Coquitlam



**David Avenue Water
Pump Station**
3311 David Avenue

Coquitlam

2

BC SPCA
2565 Barnet Highway



Coquitlam

3

Meadowbrook Crossing

Lougheed Highway



Coquitlam

4

Plateau Village

1410 Parkway Boulevard



Coquitlam

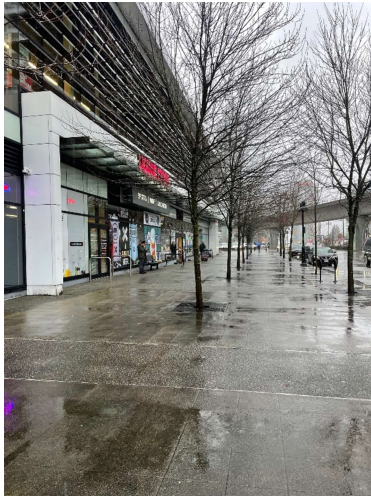
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Austin Heights

Ridgeway Avenue and Nelson Street



Burquitlam Tree Lighting



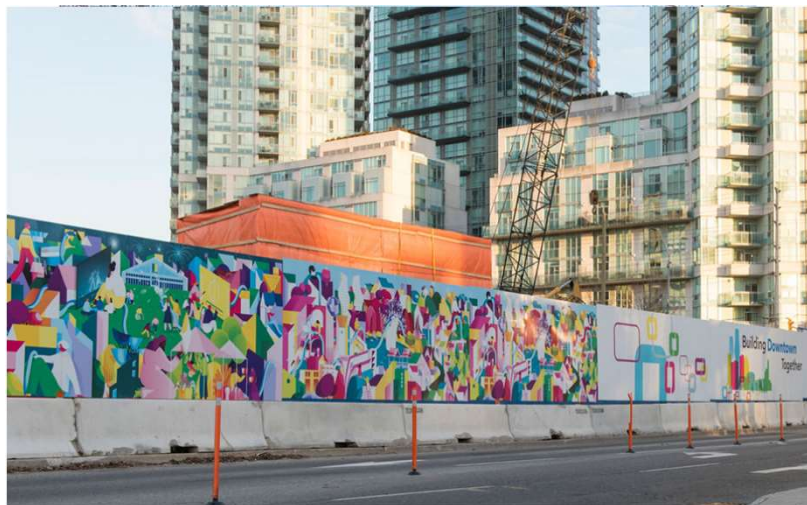
Utility Box Wraps



Coquitlam

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Construction Fencing and Hoarding



Coquitlam

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Future Opportunities

- Maillardville Gateway
- Como Lake Village
- North Road, south of Austin Ave
- Austin Heights, along Austin Ave

Coquitlam

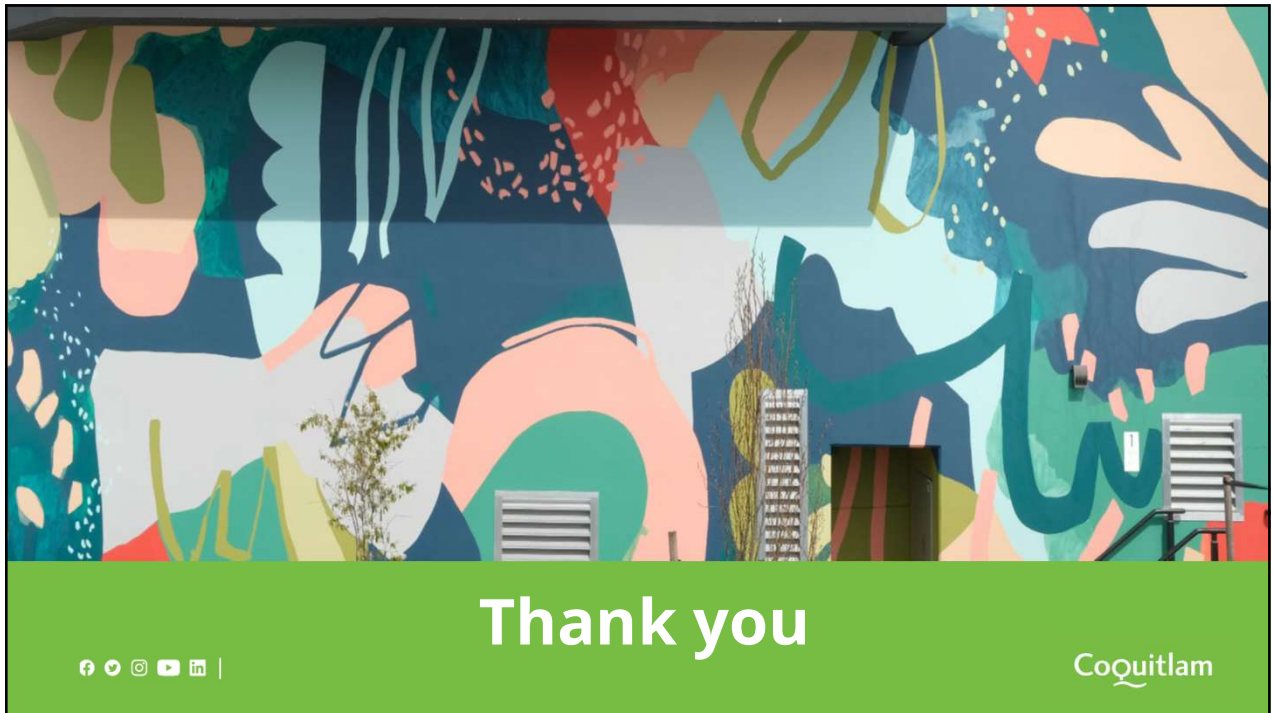
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Next Steps

- Proceed with 2026 and 2027 work plan initiatives:
 - Confirm interest from property owners on supported enhancement sites
 - Engage Cultural Services Advisory Committee on artist and design selection
 - Installation of the first enhancements to begin in the summer
- Activate enhanced spaces with programming, such as Music in the Streets busking program
- Develop Burquitlam Self-Guided Public Art Tour
- Report back on program accomplishments in 2027

Coquitlam

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Background

Although graffiti has historically been relatively low in Coquitlam, it has increased in recent years along City roadways, often in response to global events, such as political action, and geopolitical conflicts. This has included an increase in hateful graffiti, which is offensive to the community and drives community expectations for rapid removal.

In response, staff shifted from a reactive, complaint-driven graffiti removal approach to a proactive and coordinated graffiti removal approach in spring 2024. This involves daily early morning inspections of known hotspot areas to identify and remove graffiti on City infrastructure along with general monitoring and prompt removal of graffiti that arises elsewhere across the City. This program requires approximately one full-time equivalent staff resource with support from a graffiti removal contractor during peak periods. Staff also created an improved and centralized graffiti reporting system so that there is a single intake point for graffiti complaints which has enabled service requests to be automatically routed to the appropriate City department or external agency based on asset ownership.

While this approach has been successful for city infrastructure, graffiti on third-party infrastructure has continued to be an issue. As the public generally does not distinguish between City-owned and third-party infrastructure, this contributed to a perception that the City is not addressing the issue. As a result, staff have put a concerted effort to improving third-party actions and response times.

New Actions for Third-Party Infrastructure

Staff engaged with third-party infrastructure owners and obtained the following graffiti removal commitments for response times, which are broken into two categories: general and offensive. General graffiti includes writing or drawings that are placed on surfaces without permission in public view. Offensive graffiti includes obscene, racist, sexist, or hateful symbols (like swastikas) and slurs.

Owner	Response Time Offensive Graffiti	Response Time General Graffiti
Telus	24-48 hours	1-3 months (in batches)
TransLink	24-48 hours	5 days
Pattison (Bus Shelters)	48 hours	Weekly Inspection
Key Bench (Bus Benches)	48 hours	Weekly Inspection
BC Hydro	30 Days	Annually (in batches)

For all but BC Hydro, the response times for offensive graffiti are considered reasonable and all indicated that they would typically exceed these commitments. The response times for general graffiti for Telus and BC Hydro are longer than the City considers acceptable.

To address this concern, BC Hydro advised that they have a volunteer program where members of the public monitor and address graffiti on BC Hydro's infrastructure. This has been successfully implemented in other Cities whereby volunteer groups are given safety training, equipment, paint and a small stipend. Staff are currently exploring opportunities to support implementation of this program through existing volunteer networks. If this approach is successful, staff will also approach Telus to see if this is a program they could also implement.

As discussed in this report, both BC Hydro and Telus have also committed to cost sharing with the City on anti-graffiti utility box wrapping, which will help address the kiosks that are targeted the most. Under these agreements, the City would be responsible for applying the wrap to the infrastructure and maintaining them. If successful, the City could continue to work with BC Hydro and Telus on wrapping more of the kiosks over time. Staff will continue to monitor this issue and take appropriate action to align with the City's goals and public expectations regarding graffiti.